

A study on the factors necessary for the Sports Celebrity to endorse products.

Mr. Aniruddha R
Research Scholar
Kousali Institute of Management Studies,
Karnatak University, Dharwad

ABSTRACT

Endorsement now is days have become simple; however it is highly complex to design the same. The simple way to communicate with the people at large is endorsement. This paper tries to connect the gap between the required factors for celebrity endorsement for sportsperson. Indian is a sports crazy country, where every day a star is born. This is what entices the manufacturer to sign them up for endorsement.

Key words – Endorsement, Sports celebrity, Trustworthiness, Good performance, Clean Image

INTRODUCTION

Trustworthiness as a factor

As per Tripp C Jensen T.D and Carlson L. (1994) when it comes to how people trust celebrity endorsers, a celebrity who endorses one or two items is slightly more trustworthy than a celebrity who endorses a variety of products.

According to Daneshvary and Schwer(2000), if a company wishes a buyer to identify with an endorsed product, it is critical to select an endorser who uses the product and whose use reflects professional ability.

Celebrities are individuals who are well-known in the public eye and who also have distinguishing characteristics like attractiveness and trustworthiness

Hunter (2010) claims that using a celebrity in an advertisement is more successful in several ways. Since they are more likeable, attractive, trustworthy, and easily recognizable than produced spokespersons, they are preferred.

Attractiveness as a factor

Special abilities, attractiveness, and an extraordinary lifestyle are examples of common characteristics that have been identified. Friedman, H. & Friedman, L. (1979)

The four most often debated and detailed criteria are the endorsers' credibility and attractiveness, the product-celebrity match, and the message's purpose transfer (Erdogan, 1999).

A celebrity endorser must have the reputation to draw exposure in order to be successful (Miciak and Shanklin, 1994).

Most advertising agency managers, according to Erdogan and Baker, do not distinguish between attractiveness and credibility characteristics, seeing a celebrity as a gestalt. (Gwinner & Swanson, 2003)

Clean Image as Factor

Sport is one channel that has evolved rapidly but has not been studied in terms of attitudes toward advertisement.

The deflowering of most 'virgin' celebrities who had previously declined to tarnish their brand with endorsements has resulted in a rise in the supply of 'stars' since the late 1970s. (Thomson 1978)

Because of their "universal popularity and clean image," athletes are used as product endorsers (Boyd and Shank, 2004)

Advertisers should select a celebrity that is considered by customers to be dependable, has an attractive personality, and also maintains a respectable image that is reflected in his or her way of life on both a personal and public level when selecting a celebrity to endorse their brands. (Singh & Banerjee, 2018)

The long-term association of Indian cricketer Sachin Tendulkar with various brands such as TVS motor, MRF, and Boost is due to personal qualities such as clean image, consistency, and credibility. Raval, S. (2001)

Confidence in celebrity endorsers can be transferred to expectations of the image of the endorsed product or service, according to Kim, Lee, and Prideaux (2014).

Good Performance as Factor

Attractiveness also includes terms like intellectual abilities, personality traits, way of life, athletic achievements, and endorser skills (Erdogan, 2010).

Physical attractiveness indicates that the efficacy of persuasion is determined by a celebrity's physical attractiveness, as consumers want to look like and associate with the endorser. (Cohen & Golden, 1972)

Congruence as Factor

As a result, the study was undertaken to determine if consumers' perceptions are solely focused on celebrity endorsement, which necessitated a comparison of the consumers' demographic characteristics with their perceptions. (Sagunthala, Gowrishankar, Nadu, & Nadu, 2017)

OBJECTIVES OF STUDY

The objectives to conduct the research on the important factors a sports celebrity should possess to be a successful endorser

1. To understand the factors to consider for the study.
2. Awareness of sports celebrity across different sports.

3. To know the qualifying factors to be considered to choose the sports celebrity to endorse.

RESEARCH METHODOLOGY

Nature of data

Data includes fact and figures while are required to be collected to achieve the objectives of the study.

Research Instruments

The proposed study is based on both primary and secondary data. The main sources of secondary data used are journals, magazines, newspaper, report of the sports celebrity endorsement.

Primary data is collected in the form of questionnaire by directly meeting the customers in Hubli city and the sample size is 194

Study area

The sample frame we have considered is Hubli city.

Data analysis and Interpretation

The data collected through questionnaire shall be analyzed and interpreted by using SPSS software to calculate frequency, to know the specific numbers of respondents, valid percentage and data are formed in table.

Rate "Trustworthiness" factors a sportsperson should have to endorse any product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	9.3	9.3	9.3
	2	30	15.5	15.5	24.7
	3	11	5.7	5.7	30.4
	4	51	26.3	26.3	56.7
	5	84	43.3	43.3	100
	Total	194	100	100	

Table 1

From the above table we can see that 84 and 51 people have given high rank to Trustworthiness. The above table also depicts that the customer would surely want the sports celebrity to have or score high on Trustworthiness as a factor if they have to except the endorsed product.

Rate "Attractiveness" factors a sportsperson should have to endorse any					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	15.5	15.5	15.5
	2	41	21.1	21.1	36.6
	3	20	10.3	10.3	46.9
	4	38	19.6	19.6	66.5
	5	65	33.5	33.5	100
	Total	194	100	100	

Table 2

From table 2 it is clear that 51% of respondents also want the celebrity to be Attractive, if the customers have to be influenced by the him/her. The attractiveness of the sports celebrity will play an important part in considering the celebrity for the endorsement.

Rate "Congruence" factors a sportsperson should have to endorse any					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	10.8	10.8	10.8
	2	35	18	18	28.8
	3	24	12.3	12.3	41.1
	4	74	38.1	38.1	79.2
	5	40	20.8	20.8	100
	Total	194	100	100	

Table 3

Congruence as a factor is critical as a factor to be considered for the sports celebrity endorsement. This means the relationship between the sports celebrity and the product endorsed need to match. The respondents are keen for this factor.

Rate "Good Performance" factors a sportsperson should have to endorse any product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	10.8	10.8	10.8
	2	38	19.6	19.6	30.4
	3	14	7.2	7.2	37.6
	4	42	21.6	21.6	59.3
	5	79	40.7	40.7	100
	Total	194	100	100	

Table 4

As per table 4, the respondents do consider the sports person do good in field. Close to 121 respondents has ranked this factor high. This keeps them fresh in the minds of the customer. The good performance in the field will also get the many endorsements.

Rate "Clean Image" factors a sportsperson should have to endorse any product					
		Frequency	Percent	Valid Percent	Cumulative Percent
	1	24	12.4	12.4	12.4
	2	44	22.7	22.7	35.1
	3	17	8.8	8.8	43.8
	4	45	23.2	23.2	67
	5	64	33	33	100
	Total	194	100	100	

Table 5

As per Table 5 the respondents are more focused towards this factor of Clean Image. The 109 respondents have given high ranking to this factor. Endorser with clean image is considered as a must to do endorsement.

From Table 1, Table 2, Table 3, Table 4 & Table 5, it is suggestive in nature that four out of 5 factors to be considered, that is 1) Trustworthiness 2) Attractiveness, 3) Good Performance & 4) Clean Image.

Now let know the response of respondents with respect to the awareness of the sports celebrity who endorse products.

Do you recognize M S Dhoni				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	194	100	100	100

Table 6

We come to know from the above table that all the respondents know M S Dhoni.

Do you recognize Virat Kohli				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	194	100	100	100

Table 7

We come to know from the above table that all the respondents know Virat Kohli.

Do you recognize Mithali Raj				
	Frequency	Percent	Valid Percent	Cumulative Percent
No	123	63.4	63.4	63.4
Yes	71	36.6	36.6	100
Total	194	100	100	

Table 8

We come to know from the above table that most of the respondents do not know about Mithali Raj

Do you recognize Sunil Chhetri				
	Frequency	Percent	Valid Percent	Cumulative Percent
No	150	77.3	77.3	77.3
Yes	44	22.7	22.7	100
Total	194	100	100	

Table 9

We come to know from the above table that 77.3 respondents do not know about Sunil Chhetri

Interpretation

As per our objective mentioned,

1. To understand the factors to consider for the study.

This objective is met through the rich literature review.

2. Awareness of sports celebrity across different sports.

The 2nd Objective is discussed through Table 6 to Table 9, here we have chosen M S Dhoni, Virat Kohli, Mithali Raj & Sunil Chhetri. All the respondents know about M S Dhoni & Virat Kohli, the same cannot be said about Mithali Raj and Sunil Chhetri. The respondents know M S Dhoni & Virat Kohli, however the same cannot be said about Mithali Raj and Sunil Chhetri. By this it is found that the marketer would prefer MSD and Virat over Mithali Raj and Sunil Chhetri.

3. To know the qualifying factors to be considered to choose the sports celebrity to endorse.

From Table 1 to Table 5, we have respondents reply on five factors about how important they are towards the sports celebrity endorsement. It is inferred that factors like Trustworthiness, Attractiveness, Good Performance, Congruence, and Clean Image are important for a sports celebrity.

Conclusion

The study is a small attempt to understand the complex process of understanding the factors and what the respondents would like the sports celebrity to have. However, the sports celebrity should be attractive, trustworthy, good performance on field, Congruence and clean image to be considered for endorsement. At the same time it is important that the celebrity is well known among the respondents.

Bibliography

1. Boyd, T. C., and M. D. Shank. 2004. "Athletes as Product Endorsers: The Effect of Gender and Product Relatedness." *Sport Marketing Quarterly* 13 (2): 82–93.
2. Cohen, J.B., Golden, E., (1972). Informational social influence and product evaluation. *Journal of Applied Psychology*, Vol. 56, 54-59
3. Daneshwary R., Schwer R.K., The association endorsement and consumers' intention to purchase, *Journal of Consumer Marketing* 17(3) (2000), 203-213.
4. Erdogan, B. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), pp.291-314.
5. Erdogan, B., Baker, M., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of Advertising Research*, 41(3), 39–48
6. Erdogan, B.Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, Vol. 14, 291-314

7. Friedman, H. & Friedman, L. (1979). Endorser Effectiveness by Product Type. *Journal of Advertising Research*, 19, pp.63-71.
8. Hunter, E. (2010). *Celebrity entrepreneurship and celebrity endorsement*. Jönköping: Jönköping International Business School.
9. Gwinner, K., & Swanson, S. R. (2003). A model of fan identification: Antecedents and sponsorship outcomes. *Journal of Service Marketing*, 17(3), 275-294.
10. McCracken G (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer Research*, 16(3): 310-321.
11. Miciak A R and Shanklin W L (1994). Choosing celebrity endorsers. *Marketing Management*, 3(3): 50-59.
12. Kim, S.S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131–145.
13. Raval, S. (2001, June 4). Sachin Tendulkar signs billion-rupee deal to become most valuable cricketer ever. *Indiantoday.in*. Retrieved 4 August 2017,
14. Sagunthala, C Gowrishankkar, V onsumer Perception on Celebrity Endorsement Towards Consumer Products in Coimbatore *International Journal of Pure and Applied Mathematics* Volume 117 No. 21 2017, 735-743 ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version)
16. Singh, Ramendra Pratap Banerjee, Neelotpaul A Study on Exploring the Factors Influencing Celebrity Endorsement Credibility, *Global Business Review* 19(2) 1–16 © 2017 IMI SAGE Publications [sagepub.in/home.nav](http://gbr.sagepub.com) DOI: 10.1177/0972150917713537 <http://gbr.sagepub.com>
17. Thompson, J. R (1978), "Celebrities Strike it Big as Endorsers," *Industrial Marketing*, Oanuary), p.85.
18. Tripp C., Jensen T.D., Carlson L., Trust worthiness/ Credibility of celebrity endorsers, *Journal of consumer research* 20(4) (1994), 535-547